

AMENDMENTS TO THE CLAIMS

Listing of Claims - This will replace all prior listings of claims in the application:

1. (Currently amended) An article comprising:
a storage medium; and
instructions stored in the storage medium, which, when executed by a processor, cause the processor to generate and transmit one or more messages to a receiving computer system, the one or more messages including
a media message including a first reference;
logic for testing digital content capabilities of ~~a the~~ receiving computer system when the first reference is given effect; and
logic for displaying a selected one of a plurality of versions of ~~a~~ digital content ~~message~~ selected based on the results of testing digital content capabilities of the receiving computer system, such that a the receiving computer system may use the ~~contents of the one or more media~~ messages to display the selected version of the digital content ~~message~~.
2. (Previously amended) The article of claim 1, wherein the instructions, when executed by the processor, generate the one or more messages such that the logic is directly contained in the one or more messages.
3. (Currently amended) The article of claim 1, wherein the instructions, when executed by the processor, generate the one or more messages such that the logic is included in the one or more messages by reference.
4. (Currently amended) The article of claim 1, wherein the instructions, when executed by the processor, generate the one or more messages such that the displayed selected one of the plurality of versions of the digital content ~~message~~ is not directly included in the one or more media messages as first transmitted to the receiving

computer system, but is separately transferred under the control of the logic for displaying.

5. (Currently amended) The article of claim 1, wherein the instructions, when executed by the processor, generate the one or more messages such that the ~~displayed selected one of the plurality of versions of the digital content message~~ is downloaded by the logic for displaying, and is downloaded in a form customized for an addressee of the message.

6. (Currently amended) A method in a computing system for presenting an adaptive message, comprising:

receiving a message in the ~~computer-computing system~~ including a first reference; and

based on the contents of the received message: testing when the first reference is given effect, two or more digital content capabilities of the ~~computer-computing~~ system; selecting one of a plurality of different digital content elements based upon the results of the testing; and presenting the selected ~~rich-media one of the plurality of different digital content elements within the message~~.

7. (Currently amended) The method of claim 6 wherein the plurality of different digital content elements includes a high-quality video sequence and a low-quality video sequence.

8. (Currently amended) The method of claim 6 wherein the plurality of different digital content elements includes a video sequence and an animation sequence.

9. (Currently amended) The method of claim 6 wherein the plurality of different digital content elements includes a first digital content element constructed for

playing on a first player and a second digital content element constructed for playing on a second player different from the first player.

10. (Currently amended) The method of claim 6 wherein the selected one of the ~~different~~ digital content elements is selected based upon actions of a user of the computer system in connection with ~~one or more messages received prior to said receiving of the message for presenting a digital content message~~the received message.

11. – 22. (Cancelled)

23. (Previously cancelled)

24. – 33. (Cancelled)

34. (Currently amended) An article comprising:
a storage medium; and
instructions stored in the storage medium, which, when executed by a processor, cause the processor to generate and transmit one or more messages to a receiving computer system, the one or more messages including
a media message including a first reference;
logic for testing capabilities of ~~a the~~ receiving computer system when the first reference is given effect; and
logic for displaying a selected one of a plurality of versions of a message media content selected based on the results of testing capabilities of the receiving computer system, such that ~~a the~~ receiving computer system may use the ~~contents of the one or more messages media message~~ to display a the selected one of the plurality of versions of the message media content ~~based upon capabilities of the receiving computer system.~~

35. – 39. (Cancelled)

40. (New) The article of claim 1, wherein the instructions, when executed by the processor, generate the one or more messages such that the logic for testing digital content capabilities of the receiving computer system includes a script to be executed by the receiving computer system to test said digital content capabilities.

41. (New) The article of claim 34, wherein the instructions, when executed by the processor, generate the one or more messages such that the logic for testing and the logic for displaying are appended to the media message.

42. (New) The article of claim 34, wherein the instructions, when executed by the processor, generate the one or more messages such that the media message further includes:

a replaceable section to be replaced by a replacing section including the selected one of the plurality of versions of media content.

43. (New) The article of claim 42, wherein the instructions, when executed by the processor, generate the one or more messages such that the logic for displaying includes a replace script to replace the replaceable section of the media message with the replacing section.